

1 of 6

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) ANJIE BRADY  
**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567-5938

CLIENT: HELLER FOR SENATE SC=\*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER

CONTRACT TOTAL IS \$19,625

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

\*\*PTL REPLACEMENT OF H.6833041!!\*\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	6A-630A		:30	\$250.00	10/10-10/12	2	1	2	\$500.00	
		Buyline Comment: 6AM NEWS										
	2	M-TU	6A-630A		:30	\$250.00	10/15-10/16	1	1	1	\$250.00	
		Buyline Comment: 6AM NEWS										
	3	W-F	630A-7A		:30	\$250.00	10/10-10/12	2	1	2	\$500.00	
		Buyline Comment: 630AM NEWS										
	4	M-TU	630A-7A		:30	\$250.00	10/15-10/16	1	1	1	\$250.00	
		Buyline Comment: 630AM NEWS										
	5	W-F	7A-9A		:30	\$250.00	10/10-10/12	1	1	1	\$250.00	
		Buyline Comment: GOOD MORNING AMERICA										
	6	M-TU	7A-9A		:30	\$250.00	10/15-10/16	1	1	1	\$250.00	
		Buyline Comment: GOOD MORNING AMERICA										
	7	W-F	9A-10A		:30	\$200.00	10/10-10/12	1	1	1	\$200.00	
		Buyline Comment: THE MORNING BLEND										

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**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	8	W-F	11A-12P		:30	\$250.00	10/10-10/12	2	1	2	\$500.00	
		Buyline Comment: MIDDAY NEWS										
	9	M-TU	11A-12P		:30	\$250.00	10/15-10/16	1	1	1	\$250.00	
		Buyline Comment: MIDDAY NEWS										
	10	W-F	12P-1P		:30	\$250.00	10/10-10/12	1	1	1	\$250.00	
		Buyline Comment: THE CHEW										
	11	M-TU	12P-1P		:30	\$250.00	10/15-10/16	1	1	1	\$250.00	
		Buyline Comment: THE CHEW										
	12	W-F	1P-2P		:30	\$250.00	10/10-10/12	1	1	1	\$250.00	
		Buyline Comment: GENERAL HOSPITAL										
	13	M-TU	1P-2P		:30	\$250.00	10/15-10/16	1	1	1	\$250.00	
		Buyline Comment: GENERAL HOSPITAL										
	14	W-F	2P-3P		:30	\$250.00	10/10-10/12	1	1	1	\$250.00	
		Buyline Comment: JEFF PROBST										
	15	M-TU	2P-3P		:30	\$250.00	10/15-10/16	2	1	2	\$500.00	
		Buyline Comment: JEFF PROBST										
	16	W-F	3P-330P		:30	\$225.00	10/10-10/12	1	1	1	\$225.00	
		Buyline Comment: MILLIONAIRE										
	17	M-TU	3P-330P		:30	\$225.00	10/15-10/16	1	1	1	\$225.00	
		Buyline Comment: MILLIONAIRE										
	18	M-TU	330P-4P		:30	\$200.00	10/15-10/16	1	1	1	\$200.00	
		Buyline Comment: AFTERNOON NEWS										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	19	W-F	4P-430P		:30	\$225.00	10/10-10/12	1	1	1	\$225.00	
		Buyline Comment: JUDGE JUDY										
	20	M-TU	4P-430P		:30	\$225.00	10/15-10/16	1	1	1	\$225.00	
		Buyline Comment: JUDGE JUDY										
	21	M-TU	430P-5P		:30	\$225.00	10/15-10/16	1	1	1	\$225.00	
		Buyline Comment: JUDGE JUDY										
	22	M-TU	5P-530P		:30	\$300.00	10/15-10/16	1	1	1	\$300.00	
		Buyline Comment: 5PM NEWS										
	23	W-F	6P-630P		:30	\$325.00	10/10-10/12	1	1	1	\$325.00	
		Buyline Comment: 6PM NEWS										
	24	M-TU	6P-630P		:30	\$325.00	10/15-10/16	1	1	1	\$325.00	
		Buyline Comment: 6PM NEWS										
	25	W-F	630P-7P		:30	\$325.00	10/10-10/12	1	1	1	\$325.00	
		Buyline Comment: 630PM NEWS										
	26	M-TU	630P-7P		:30	\$325.00	10/15-10/16	1	1	1	\$325.00	
		Buyline Comment: 630PM NEWS										
	27	W-F	7P-730P		:30	\$225.00	10/10-10/12	1	1	1	\$225.00	
		Buyline Comment: ACCESS HOLLYWOOD										
	28	M-TU	7P-730P		:30	\$225.00	10/15-10/16	1	1	1	\$225.00	
		Buyline Comment: ACCESS HOLLYWOOD										
	29	W-F	730P-8P		:30	\$225.00	10/10-10/12	1	1	1	\$225.00	
		Buyline Comment: MILLIONAIRE										

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**Salesperson Phone#** 215-567-6005  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	30	M-TU	730P-8P		:30	\$225.00	10/15-10/16	1	1	1	\$225.00	
		Buyline Comment: MILLIONAIRE										
	31	W-F	1135P-1205A		:30	\$350.00	10/10-10/12	1	1	1	\$350.00	
		Buyline Comment: NIGHTLINE										
	32	M-TU	1135P-1205A		:30	\$350.00	10/15-10/16	2	1	2	\$700.00	
		Buyline Comment: NIGHTLINE										
	33	M	10P-11P		:30	\$1,750.00	10/15-10/15	1	1	1	\$1,750.00	
		Buyline Comment: CASTLE										
	34	TU	9P-10P		:30	\$4,000.00	10/16-10/16	1	1	1	\$4,000.00	
		Buyline Comment: DANCING RESULTS										
	35	SA-SU	5A-530A		:30	\$175.00	10/13-10/14	2	1	2	\$350.00	
		Buyline Comment: WEEKEND 5AM NEWS										
	36	SA-SU	530A-6A		:30	\$175.00	10/13-10/14	2	1	2	\$350.00	
		Buyline Comment: WEEKEND 530AM NEWS										
	37	SA-SU	6A-630A		:30	\$225.00	10/13-10/14	2	1	2	\$450.00	
		Buyline Comment: WEEKEND 6AM NEWS										
	38	SA-SU	630A-7A		:30	\$225.00	10/13-10/14	2	1	2	\$450.00	
		Buyline Comment: WEEKEND 630AM NEWS										
	39	SA-SU	7A-8A		:30	\$250.00	10/13-10/14	2	1	2	\$500.00	
		Buyline Comment: WEEKEND G.M.A.										
	40	SA-SU	8A-9A		:30	\$200.00	10/13-10/14	2	1	2	\$400.00	
		Buyline Comment: WEEKEND AM NEWS										

Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .NRSC/HELLER

Product NRSC/DEAN HELLER

Estimate#

Buyer NEIL WILLIAMS

Phone#

Fax#

Agency ( ) STRATEGIC MEDIA SVCS

3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 10/10/2012 - 10/16/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	41	SA	9A-4P		:30	\$900.00	10/13-10/13	1	1	1	\$900.00	
		Buyline Comment: COLLEGE FOOTBALL										
	42	SA	6P-630P		:30	\$250.00	10/13-10/13	1	1	1	\$250.00	
		Buyline Comment: SATURDAY 6PM NEWS										
	43	SU	10A-11A		:30	\$350.00	10/14-10/14	1	1	1	\$350.00	
		Buyline Comment: THIS WEEK										
	44	SU	6P-630P		:30	\$300.00	10/14-10/14	1	1	1	\$300.00	
		Buyline Comment: SUNDAY 6PM NEWS										

---REPORT TOTALS---

Report Totals: 55 / \$19,625.00

---SALES MONTHLY TOTALS---

Oct 12: 55 / \$19,625.00  
Sales Totals: 55 / \$19,625.00  
Station Totals: 55 / \$19,625.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$109,028	KBLR	0%	KLAS	25%	KSNV	26%	KTNV	18%	KTUD	1%
		KVCW	3%	KVMY	5%	KVVU	22%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12  
Demos RA35+

Rep Order# 6862307 Ver# 1 Status New  
EC'd Yes

Traffic Order# 6862307

Printed: 10/10/2012 10:03 AM  
Last Received: 10/09/2012 3:24 PM  
Showing Buylines: All Lines

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Station KTNV-TV LAS VEGAS, NV  
Advertiser ( ) .NRSC/HELLER  
Product NRSC/DEAN HELLER  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SVCS  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
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--- CREDIT RISK ---  
CASH IN ADVANCE